Trends in Information Management
Volume 11 • Issue 2 • July-December 2017
ISSN: 0973-4163
pp 174-200

Enhance Impact of Researchers, Journals and Increase success for more citations

Mahdi Lotfipanah[123] and Fereydoon Azadeh[2]

1. Department of Medical Library and Information Sciences, Virtual School, Center for Excellence in E-Learning in Medical Education, Tehran University of Medical Sciences, Tehran, Iran.

2. Medical Library and Information Sciences Department, the School of Allied Medical Sciences, Tehran University of Medical Sciences, Tehran, Iran.

3. Department of Epidemiology and Reproductive Health, Reproductive Epidemiology Research Center, Royan Institute for Reproductive Biomedicine, ACECR, Tehran, Iran.

ABSTRACT

Purpose – *In present times measuring the research impact is a concern for researchers and they are trying to find new ways to inform their studies to the other research scientists to increase their visibility and credibility. Due to the algorithms and advanced robotic systems in search engines some developers induce search engine optimization in some publications and scientific journal web sites, thus making it more difficult for researchers to be successful in disseminating their works effectively. The study thus reviews a comprehensive and broad range of resources and tools to show some strategic ways and tactics for authors, reviewers, editors and academic institutes to maximize the impact of their productions.*

Design/methodology/approach *– Webometrics, Cybermetrics, Scientometrics, Informetrics and the newest one Altmetrics are the methods used to evaluate the usage, activation and application of publications and measuring the scholarly impact of research. Hence, thus study attempts to reviews prominent tools and resources in the light of the available literature and other evidences.*

Findings – *The study reveals that the visibility of research is an opportunity to attract citations and a growing number of resources facilitate global visibility and collaboration.*

Research limitations – *The study is based on review of existing works and resources, which can be further extended for revealing the usefulness from user's perspective.*

Paper Type *– Literature Review*

Keywords *–. Improve citation; enhance impact; research impact; open access; social media; scientometrics; Altmetrics.*

INTRODUCTION

Nowadays, one of the greatest concerns in the competitive world for reputable researchers, scientists and philosophers of science is that despite numerous and unqualified scientific publications and also rapid advances and web proliferation, how to introduce their qualified and valuable new productions to get or increase their citation record in the World Wide Web **(Brin & Page, 1998; Lotfipanah, 2016)**.The reason for the aforesaid point is the existence of advanced robotic systems and algorithms created on the Internet by authentic companies such as major search engines Google, Yahoo and Bing **(Khraim, 2015; Peshave & Dezhgosha 2016)**. Because the crawlers of World Wide Web only show the contents on their first pages with the most hits and visit by audiences**(Pavalam, Raja, Akorli & Jawahar, 2011; Senanayake, Piraveenan & Zomaya, 2015).**It means that the audiences of these global networks will choose information which is more attractive, relevant and more influential**(Shkapenyuk & Suel, 2002)**. But new techniques such as search engine optimization (SEO) have been discovered and created by developers, computer and networking engineers**(Vignesh & Deepa, 2014; Yalcin & Köseb, 2010)**Which can sometimes mislead Internet crawlers**(Jain, 2013)**and increase the web page visibility and ranking of some scientific websites, papers or journals legally or illegally by some tactics or threats **(Bansal & Sharma, 2015; Norman, 2013; Poongkode & Nirosha, 2014).** Therefore, other audiences such as researchers in all over the world will just find the optimized and manipulated fast web pages instead of more authentic articles.It occurs due to using white or black hat techniques **(Beal,2018)**in search engine optimization. Therefore, it may cause more visit and citations because the relationship between scientific papers visibility and the number of citations apparently have been proved to everyone **(Ale Ebrahim, Salehi, Embi, Habibi, Gholizadeh, Motahar & Ordi,2014)** . Hence, having knowledge about algorithms and ranking is essential for all researchers especially reputable and renowned scholars to do sometimes something to improve their social status on the Internet to be in higher results and better known and recognized by crawlers of search engines to have their scientific papers well ranked in the search engines in order to reach their audiences **(Beel & Gipp, 2009; Burger, 2014)**. Based on this, these days one of the priorities for scientists is paying attention to SEO factors and looking for some new helpful methods to increase their citation record**(Ale Ebrahim, Salehi, Embi, Habibi, Gholizadeh, Motahar & Ordi, 2013)open access, h-index** and introduce their findings not only on time but also in appropriate web pages. Wanted or unwanted, everyone does it due to the fact of optimization is currently being performed even in authorative scientific publications or by valuable researchers who are enthusiastic to increase their visits in the world wide.Because publishing a high quality scientific article in a high quality journal is a half way to receive more citation in the future **(Ale Ebrahim, 2012)**. On the other side, there are many methods to measure and evaluate the re-

searcher's publications**(Anderson, 2004;Giustini, 2012;Universidad de Granada, 2015; Thelwall, 2008).** Bibliometrics(citation metric) is one of the traditional methods**(Roemer & Borchardt, 2012; Sahel, 2011)**. This is a method of quantitative analysis and statics the publications such as journal articles and citations showing impact factor, H-index and citation impact of articles**(Bellis, 2009; Holden, Rosenberg & Kathleen, 2006)**. There are also some other techniques to evaluate the impact of scientific productions such as Webometrics, Cybermetrics, Scientometrics, Informetrics. But the new different method to evaluate the usage, activation and application of publications and measuring the scholarly impact of research is Altmetrics which is a nice Idea but a bad appellation in high demand due to bibliometrics is not adequate to satisfy researchers to find and map the modern impact and landscape **(Roemer & Borchardt, 2015)**.Some introduce Altmetrics as a social media metrics whereas others regard it as inflmetrics. Also, some considered that it can show views, downloads, readerships, mentions in social media and activities in different platforms in the World Wide Web **(Collister, Kirschner, Bradbury, Deliyannides & Kear 2017; Zahedi, 2015).**The term Altmetrics was proposed for the first time in 2010 with a tweet posted by Jason Priem **(Priem, 2010; Priem, Taraborelli, Groth & Neylon, 2010)**. It is a new method beyond bibliometrics **(Cronin & Sugimoto, 2014)** and the concept of this name is short form of alternative (citations) and metrics **(Haustein, Sugimoto & Larivière, 2015)**. Also, article and journal level metrics showing how the scientific information world can be connected**(NISO, 2016)**. Altmetrics will show the potential impact of a scientific papers **(Knight, 2014)**. For example in 2008 the Journal of Medical Internet Research began following the articles views and counting tweetations which could indicate and predict highly cited papers **(Eysenbach, 2011)**.however all the scientists and researchers pay attention to some databases such as Web of Science, Scopus and Google Scholar to check their assessment (bibliometrics method) **(UNESCO, 2015; Scopus, 2017; Web of Science, 2014)** It is very important not only for researchers to predict which work would be more impact in the future, but also for organizations to find the attitude of the other researchers and future trend of sciences **(Lotfipanah, Totonchi, Azadeh & Omani-Samani,2017)**.Therefore, one of the awareness of the readers to visit and cite is to expose the paper freely **(Berkesand, 2017)**.The following section introduces many ways, suggestions and tactics which may help researchers to increase and improve the number of their citations that they can apply some of them.These information providing potentially useful guidelines for authors, reviewers, editors and academic institutes to maximize the impact of their productions in the future papers. Therefore, to boost a researcher citation count to maximize impact, considering these simple techniques is a priority of any research. In the next section our most focus is on Altmetrics.

WAYS AND MEANS TO INCREASE VISIBILITY AND CITATIONS

1. Impact of Article Title: citation rates of scientific articles depend on many variables. It is proved in many papers that the title length, construc-

tion, words etc. were strongly correlated to the number of times a paper have been cited **(Jacques & Sebire, 2010)**. Evidence shows that the scientific articles which use short, concise, succinct and informative title describing the results or conclusions have more impact and citation **(Paiva, Lima & Paiva ,2012; Neill, 2007; Vintzileos & Ananth, 2010)**. Accordingly, In 2011 Iranian researchers find that though articles with a question type title would be used more but have less citation**(Jamali & Nikzad, 2011).**

2. Keyword's Importance: keywords are instruments to assist search engines and indexers find relevant information **(WordStream, n.d.)**. Using keywords in the URL of scientific web pages would convey the audiences directly to the exact information **(Google,2018)** because they act as search term. To enhance discoverability, we offer to biomedical researchers to select key words from Medical Subject Heading(MeSH) browser("Medical Subject Headings 2017," 2017) which is a controlled thesaurus (vocabulary) produced by the National Library of Medicine**(National Library of Medicine,2018; Sauaia, Moore, Crebs,Maier,Hoyt, Shackford & Colorado, 2014)**. For other fields we suggest other bibliographic databases. e.g., ERIC Thesaurus, PsycInfo, GeoRef, ChemWeb, BIOSIS Search Guide.Therefore, it is better to put specific keywords reflecting the essential and real concepts, not to use "buzzwords" in your field **(Emerald,2018)**. If you are still confused we suggest using thesaurus to identify synonyms or ask from a reference librarian. Also, using a chart to track related keywords to your topic is useful **(Piedmont Virginia Community College,2018)**. This segment of a scientific paper has a very high potential impact

[**Figure1**].

3. Abstract:While writing the abstract, repeat the key phrases as well:abstract is a most trusted summary of the content of a manuscript in the least space **(Roberts, 1983; Sauaia, Moore, Crebs,Maier,Hoyt, Shackford & Colorado, 2014)** that is very useful for busy researchers and shows the most important points of an article. In most cases the abstract is the only part of a scientific paper that appears in indexing databases such as Scopus or Web of Science. Hence, it will be the most accessible part of article which has the most impact on the other researchers by a clear statement **(Andrade, 2011)**; making a good impression will encourage researchers to read your full paper. Your Abstract should answer these questions about your manuscript: What was done? Why did you do it? What did you find? Why are these findings useful and important? **(Springer,2017).** Use some specific title phrases and key words in the abstract of the study and repeat them. Repetition would increases the chance of a scientific paper to be retrieved more easily to Search engines, scientific journal websites and other electronic databases **(Ebbs, 2017; Elm, 2011)**.It is advisable to use the words applied in the title, abstract and list of keywords **(Rodrigues, 2013)**.It's better to write this section immediately after the title. By doing so, one can better concentrate

on the exact statements and purpose of the article**(Roberts, 2012)**.The more completed representation of a scientific paper with lucid purpose enable and helps researchers with more details to decide whether use this study or not to use this survey. Therefore, an article with long abstract may receive more citation **(Didegah & Thelwall, 2013).**

4. Use Much More References To Increase Impact: Based on previous consistent studies the number of cited references by researchers may increase impact in science **(Bornmann, Schier, Marx & Daniel,2012); Didegah & Thelwall, 2013)**. In biology longer papers do not increase citations unless you add more references**(Didegah & Thelwall, 2013).**

5. Reputation and Number of the Authors: The citation counts of a scientific articles are not only connected scientific quality **(Bornmann, Schier, Marx & Daniel, 2012).**The number of authors on scientific papers has affect citation rates as well **(Fox, Paine & Sauterey,2016).** Author reputation and seniority in science is another key role in driving a paper's citation count early in its citation life cycle but the scientific credibility of the authors will not have any effect in the long time **(Petersen et al ,2014).**

6. International and Institutional Collaboration: There are some contradictions between results of this kind of collaboration. If you are working in a world'stop university, it is not necessary to have international collaboration due to institutional collaboration benefits are more than international collaboration **(Didegah & Thelwall, 2013; Gazni & Didegah , 2011).** However, citation analysis shows that writing scientific papers with international co-authors is four times higher than those of single country international publications **(Granda-Orive et al, 2009; Jones & Evans, 2013).** It means that international collaboration synonymous with high quality research in modern sciences and shows the activation, viability and smartness of an organization or group of researchers **(Adams, 2017; Iefremova, Sas & Kozak, 2016).**

7. Choose where to Publish: The venue where a paper is published may help authors to predict the number of citations in the future **(Castillo, Donatom & Gionis, 2007).**

8. Promote your Research in Traditional Channels for Greatest Impact: By presenting your new researches at seminars, conferences and scientific workshops or even pin new publication notice in your department or other universities not only may earn a higher position and more collaboration and make publicity for your innovations, but also it will improve your reputation **(UCD Research and Innovation,2016).** A quick discussion over coffee with an old colleague an informal opportunity and valuable as one day seminar you attend **(Meredith & Hjorth , 2010).**

9. Choose the Right and Relevant Journal: making a decision to choose the

best and suitable journal for a new research is a usual challenge and concern for research scientists. Pace and cost of publication (publication fees), impact factor, prestige factor, distribution and webpage ranking of publication are very important factors**(Ash & Scholefield, 2013; Thompson, 2007)**. So, you had better ask yourself some questions when selecting a journal for your manuscript such as journal aim, scope, journal indexing, online submission, peer review, peer review time, acceptance possibility, open access**(Sandesh & Wahrekar, 2017; Shokraneh, Ilghami, Masoomi & Amanollahi, 2012).** Before every effort for submitting article, we recommend you to check Master Journal List (http://mjl.clarivate.com).

10. Use high Impact Factor Journals: increase the probability of citation rates by publishing in high impact factor journals **(University Kebangsaan,2016).**

11. Submit the scientific papers in a high web page rank journal: Journals with marketing strategies working and focusing on their web site optimization and have more traffic may enhance indirectly your citations. Checking the traffic of a scientific journal page rank simply refers to www.alexa.com/siteinfo **(Lotfipanah, 2016).**

12. Set up citation alerts: Awareness of who has referred to your articles can expand further collaborations.See how others have interpreted your research and what makes them cite your research. Also, you will find out author's favorite, scientific position and interested journals.

13. Use Consistent form of your name on all of your publications: Applying the same academic name format on all of your scientific papers will make it easier for the other scientists to find your scientific productions better. Therefore, we propose to early career-researchers to build an official name for themselves.

14. Open Access (OA) research Increases citation rate: online availability is one of the most important issues in the field of information science and bibliometrics that will increase citations, page views, downloads (usage) and media attention for your research. So, it is argued that open access articles have more potential to download more than subscription-based access **(Moed, 2012; Riera & Aibar, 2013).**

15. Self- Citation: A self-citation is a reference to an article from the same journal**(Clarevate Analytics,2017)** that has consistent influence on bibliometric measures **(Swanson et al, 2016).** Also there is a significant correlation between self-citation rate and impact factors **(Kanthraj, 2006).** Cite your published article that is relevant to the current ongoing ones.

16. If you cite, you will be cited: Do not forget to cite your colleague's researches in your research center that are relevant. I named it "colleague for colleague citation".

17. Write your article in English language: About 70 percentage of published scientific articles are written by research scientists whose first language is not English **(Wallwork, 2016)**. But we suggest do not try to publish scientific researches in non-English language if you are going to be universal and index in WoS **(Hammarfelt, 2013).** Highly cited papers are in English and if you want to grow your audiences do not narrow yourself with local **(Webmaster,2018).**

18. Check spelling and grammar writing: be sure that the spelling and grammar of you research are correct. Read and reread it very carefully to ensure it is admirable for presenting to an editor in an international journal.

19. Use functional websites: before submitting your manuscript, check some information about scientific journals and their ranking such as www.medsciediting.com which was founded in 2008 **(medsci, 2008).**

20. Use the same research name and affiliation forever: It is mandatory to choose an official institutional affiliation and contact information in all research papers without any abbreviation. Do not forget writing the university, faculty and department. Many grate scientific productions had been lost due to this issue. Author affiliation standardization is outstanding to make sure that a scientific production can be attributed to the correct author and institution.

21. Write a review article to get more citation:A review article is a scientific text relying on previously published articles in a specific field **(Mayer, 2009).** Review articles which address an important subject can sometimes have higher citation rates than original articles. It is shown that this kind of papers tend to receive more citations **(Trapp, 2016).** After many experience describing the practices and evolution of your research in a review is required!

22. Apply DOI to avoid citation errors: Digital Object Identifier (DOI) is a persistence, alphanumeric, interoperable and unique identifier to identify academic information such as journal articles and official publications which remains over the life time of a document even its location and other metadata may change **(International DOI Foundation,2017;American Psychological Association,2018)** We urge you to find and use DOI of scientific productions as much as you can. This digital identifier will help you to make every effort to avoid citation errors when compiling reference lists **(Onwuegbuzie, Frels & Slate, 2010; Huh, 2013b)** digital object identifier of each reference, and author's voice recording may increase journal access So, do not publish online in the dark. Just DOI it. Note that, RG can do this for you for free. I would like to mention that I read somewhere that if you add DOI to your conference papers you will get three times as more visibility and citation but could not find reference.

23. Publish your article in journals that have a structured abstract: research scientists are too busy and usually read only abstracts.Structured abstracts with

sections purpose, methods, results and conclusion assist other authors to rapidly find the most important content and cite you **(Huh, 2013b)**digital object identifier of each reference, and author's voice recording may increase journal access.

24. Make a code in ORCID:Open researcher and contributor ID (ORCID Inc. Bethesda, MD, USA) is a unique, persistence digital identifier with 16-digit number that distinguish any researcher from every other researcher**(ORCID,2017).** This digital identifier may be used by publishers, authors, institutions to simply recognize all scholars and researchers in the world like ISBNs and digital object identifiers to identify books and scientific papers **(Shillum & Taylor, 2013).** We highly recommend all researchers to singing in ORCID and submitting publications regardless of their discipline, then adding ORCID on your web pages, due to many reasons. For instance, by ORCID you can apply for grants or get fund by academic institutions or publications **(Cacchione,2017)**.

25. Submit your work in indexed journals:To disseminate the qualified scientific information, Journals are the primary information channels for scientific community **(Russell, 2001).** Journal opting for publication aims is one of the concerns for research scientists to find an appropriate one **(Shokraneh et al, 2012).** One concern is the number and credibility of indexers which are indexing a journal. For instance, the primary and the most important medical journal indexers are Thomson Reuters Biological Abstracts, Thomson ISI's Journal Citation Reports, Medline (US National Library of Medicine®, Bethesda, MD, USA), PubMed Central, Index Medicus, Science Citation Index Elsevier's Embase, Scopus and the oldest used one is Google Scholar. Indexed journals are considered to be of higher scientific quality as compared to non-indexed journals. So, if a journal is indexing by an accredited indexer such as Scopus, it means that not only your desired journal has qualification but also has more visibility in World Wide Web.

26. Make a complete CV and distribute it on web: A standard Curriculum Vitae (CV) serves an official documentation to reflect two perspective of a research scientist. First what a practitioner require and second what a researcher may offer in terms of his or her experience, skills, qualities and supply (Price, 2014). It is necessary for any researcher to provide and inform his or her demographic and historical information in research to the others for any future career change, advancement or attainments **(Christenbery, 2014)**.One way to post a CurriculumVitae is to use Science Experts Network Curriculum Vitae in scienCV available at https://www.ncbi.nlm.nih.gov/sciencv/. It may increase your visibility and credibility.

27. Introduce yourself or company in Wikipedia: Wikipedia is a qualitative comprehensive trustworthy free online global encyclopedia to read and edit **(Altmann, 2005).** It is widely used by many research scientists, editors and

students that has immediate impacts on scientific literacy which is increasingly engaging expert communities to improve their knowledge **(Shafee , Mietchen & Su , 2017).** It means that by writing some information about your organization or scientific publication as a brand or introducing yourself or your reputable professor may have more visibility and citation rates.

28. Start Blogging: A weblog is a web-based application enable group of people to discuss electronically and review different opinions, ideas and information about a specific topic **(Lu & Serrat, 2017)**. Creating a blog or Blogging has emerged as a social useful phenomenon in which had influenced not only among public but also become an important tool of information transfer among research scientists to share their experiences, to disseminate their productions immediately, to post their interesting and exchange information and opinions**(Almquist & Butts, 2013; Pereira, Kubben,Albuquerque,-Carvalho & Sousa, 2012; Sethi, 2007).** We suggest to all researchers and scholars to spread the contents related to their field by creating their own web log to increase visibility. If you as a researcher create a distinctive blog with a scientific characteristic in a specific field with or without hypertext references to your primary or secondary information sources, you are creating a network of citations between blogs and yours that has a significant impact on visibility and reputation. Some blogging tools are: Blogger (www.blogger.com), Wordpress (www.wordpress.org), Tumbler (www.tumbler.com) and Posterous (www.posterous.com). By the way, if the purpose is to increase visibility, the title of weblog must include related keywords **(Dysart, 2006; Lu & Serrat, 2017)**.

29. Magnify co-authorship base: Positive attitude of some researchers toward more Collaboration with a variety of scientists and colleagues not only has many profits but also is the key of improvement. Previous researches has shown that more collaborative efforts has more influence in science. Involve policy makers of your projects to feel responsible and help you more in scientific activities or even funds in the future **(Kumar et al , 2014; Walley, Khan, Shah, Witter & Wei, 2007).**

30. More to increase usage: Epernicus/ Studymode/ Linguistlist/ Reddit / Zendodo/ Pinterest are the other unique offer opportunities to connect and communicate with people across the globe but individual and less important. Check them online if you are interested.

31. Data Sharing: Previous studies have found studies that share their information tend to get more and more visit and citations than studies which do not make their information available **(Piwowar, Day & Fridsma, 2007; Piwowar & Vision , 2013)**.So, do not forget data sharing. These days it is very important for a universal research scientist to be visible when other researchers start their own work. Therefore, for promoting your scientific productions we recommend more data sharing in some channels to reach

your readership. Because as we mentioned in our introduction, citation counts are an imperfect metric of scientific papers impact **(Fox, Paine & Sauterey,2016)** and researchers need pay attention to the other influential impacts.Social media platforms are another tools to increase usage and citation using.

The following section provides an insight into various social networking sites used for enhancing and disseminating research.

1. Research gate: Researchgate.net (Berlin, Germany) is one of the most attractive free professional Social Networking Site that may help researchers in scientific community or hurt them. But advantages are more than disadvantages **(Citrome, 2015)**. One advantages is easily connecting with other research scientists you research with or want to have collaboration. One of the aims of Researchgate is determining the impact of researchers (provides metrics of one's research) in social community. This site is also an open access database to increase visibility of research works which most of known researchers have been much interested in promoting and exhibiting their research through reliable scientometric measures **(Memon, 2016)**. Here we do not write about dark side of this platform but we recommend to them, please hamper fake publishers, unqualified and ghost journals.

2. Academia: As examined by a world report in 2014 Academia.edu (San Francisco, CA, USA)is a social networking website like Facebook(Facebook Inc. San Francisco, CA, USA)for scientists which had shaped the career of researchers **(Owens, 2014)**. It indicates to a researcher that how much other scientists are interested about a new topic and is it necessary to resurgence an old topic again which left off before. Here researchers are able sharing ideas, opinions, resources, any multimedia, and papers with millions of scientists across the world for free. A study published in PLOS ONE indicated that scientific papers uploaded to Academia.edu received a 69% boosts in citations over 5 years **(Mehta & Flickinger, 2014; Niyazov et al, 2016)**.

3. LinkedIn: The LinkedIn (LinkedIn Corp, Mountain View, CA, USA)is a professional networking website where researchers and scientists publicize their profile and contact information **(Dong, Cheema, Samarasekera & Rajaratnam, 2015; Graham, 2009)**. This dynamic site serves an effective means for continuing professional development for researchers. We encourage all researchers and specialists to register on LinkedIn for continuing more unexpected development in their filed. If so, we promise you are growing up. If not, you are not up to date and are missing opportunities to learn more.Facebook is another unofficial social networking researchers may advertise past experiences there.

4. CiteULike: The CiteULike is a free social reference management web service, social bookmarking tool to help academics to share, store and organize

the scientific outputs they are reading **(Bogers & Bosch, 2008)**. It means that when you find a paper on the web that interests you, you can click one button and have it added to your personal library. It also serves automated article recommendations and you may find out who is reading what you are reading. In this platform you can make a group too.

5. ArXiv: arXiv.org is an automated electronic preprint archive (pronounced"archive") in some academic fields such as stem cell biology which can be accessed online for research articles. All the research papers are self-archived **(Cornell University Library,n.d.;Ginsparg, 2011)**. It means that the authors deposit a free copy of an electronic document online in order to provide open access (OA) it. arXiv's system can detect and screens spot fake papers and non-research content **(Ginsparg, 2014)**. Registered authors may use this website to submit their new scientific productions to the archive. Also the other users can retrieve articles from arXiv.org. Also Listings of newly submitted articles in areas of interest are available. So, create your online repository.

6. Mendeley: Mendeley.com is a free research and reference management tool and academic social network for desktop and web that can help scientists organize their research, collaborate with others online, and discover the latest researches **(Singh, 2010)**. By using this application researchers can automatically generate bibliographies, collaborate easily with other scientists online, and find relevant papers based on what a scientist is reading **(Mendeley,2017)**. As you read, this research manager empowering researchers around the world to connect and inspire each other, to find new opportunities, to store and share data, to fund their project, to organize and take control of their references. It is a prefect virtual place for sharing knowledge, discussing new developments and collaborating on innovative projects. Here no researcher miss an opportunity. Citation and bibliography creation is easier than end note software. Many previous articles mentioned that Mendeley is an online distribution channel which increases article usage and download and has a great potential to enhance citations of scholarly articles.it has proved that Mendeley has strongest effect size on page views and significant effect on Altmetric scores. These findings are consistent with prior finding which showed 49% increase in weekly article page views **(Kudlow, 2017; Kudlow, Rutledge, Shachak, McIntyre & Eysenbach, 2016)**.Create your profile, start and join groups to find people and information that will inspire you.

7. SSRN: www.ssrn.com (SSRN, Rochester, NY, USA) is an open access online preprint community providing opportunities for research scientists in many fields to post their early research and get credit for their opinions or their ideas before peer reviewed publication **(Gordon, 2016; Elsevier,2017)**. This electronic community provides searchable database after signing in and encourage researchers to upload their scientific papers free

of charge. Uploading and downloading the scientific papers free of charge will help any researcher to increase his or her visibility and citation rate.It is simply possible to check the list in order of most downloads per paper, most citations, most uploaded papers, and to view each of these lists from the statistics of the last one year, or in total **(Stockmeyer, 2011; McKiernan,n.d.).**

8. Twitter: Twitter (Twitter Inc.San Francisco, CA, USA)as a useful educational tool is an online social network with high popularity which may help students form opinions, verify information and apply those information to practice more **(Thames, 2009)**. This most used social interaction forum become the third most used social community after Facebook and MySpace **(Parslow, 2009)**. Past studies showed weak and sometimes negative correlation between twitter activity and citation rates. But in fact there is a significant positive influence of twitter activity on citation rates **(Peoples, Midway, Sackett, Lynch, & Cooney, 2016)**. So, there is a relationship between Altmetrics (Alternative Metrics) and bibliometrics (traditional metrics of research impact, for instance, number of citations).Although research scientist could have used Twitter as an email or instant messaging and forum for discussion due to sanctions from United States on Iran, Iranian academic centers and researchers like Royan Institute for stem cell biology and technology as a high level center in the Middle East cannot utilize of it. After more than 30 years' experience and scientific activity in Royan Institute, and after 10 years of Twitter social community activity, the number of Royan Institute tweets are just less than 10 tweets! "Cell journal" as a publication of this institute has no tweetation! What do you think about number of "Cell" journal tweets of United States? Register on Twitter and change your future scientific perspective. It can enhance your reputation by its novel mechanism.Yammer is another microblogging collaboration tool for enterprise-specific communications in an organization (www.yammer.com).

9. YouTube: YouTube is largest user-driven video content provider in the world **(Wattenhofer, Wattenhofer, & Zhu, 2012)**. Boost your research works visibility by YouTube.com. By this free American video sharing website and making a 2 or 3 minutes movie of your best works, you will increase your reputation, interaction, visibility and citation rates.YouTube is the second most popular web site in the world after Google and ahead of Facebook and Google's largest branch.There are many other multimedia such as Flicker, Picasa, Smug Mug (for Photographs); Viddler, Vimeo (for Videos); Ustream, Livestream, Justin.tv (for live streaming); Scribd (Scribd Inc, San Francisco, CA, USA), SlideShare(LinkedIn Corp, Mountain View, CA, USA), Sliderocket (for presentation sharing); OpenSim, Second Life, World of Warcraft (for virtual worlds). Also Zenodo (Geneva, Switzerland) (https://zenodo.org/) for a range of outputs will enhance visibility. This happens because uploads gets DOI to make them easily and uniquely citable.

10. Methodspace: www.methodspace.com (Sage Publications, Thousand Oaks,

CA, USA) is a free multidimensionalonline community for research methods (Onwuegbuzie & Frels, 2016; Salmons, Finnegan & Lucraft, 2013). On this website, researchers can connect with others, discuss methodology issues and controversies, Discover and review new resources, find relevant conferences and events to keeping up to date, and share and solve methodology problems.

11. Zotero: [Zoh-Tair-Oh] www.zotero.com is a free and easy to use tool for researchers to collect, organize, cite and share their research sources **(Andersson, 2015)**. Zotero collects all the researches of a scientist in a single searchable interface.

12. FigShare: www.figshare.com (London, UK) is free cloud based repository where users can make all of their research outputs available in a citable, shareable and discoverable manner including figures, datasets, images and videos. Researchers can also share and discover knowledge on LinkedIn slideshare. This last one is world's largest professional content sharing community.

13. Kudos: www.growkudos.com (Oxford, UK) is a credited online service that allows authors to explain, enrich, share and measure the impact of their articles **(Ale Ebrahim, 2016; KUDOS,2017;).** In this platform researchers can see the impact of their citation in the dashboard with official citations and Altmetric scores. Also researchers can check the number of views, learn where to focus the efforts to make best use of time.So with Kudos you can make your works more effective and gain greater visibility.

14. ImpactStory: www.impactstory.org (Alfred P Sloan Foundation)is another powerful online tool to promote research outputs with measures of research impact to make scholarly researches more open, accessible and reusable **(Melero, 2015).** I extremely advise all research scientists and scholars to register in this website. Because the reward structure of scholarship is changing around the world and scholars' Curriculum Vitaes will transform from static lists of formal products to real-time displays of transparent, normalized metrics that reveal diverse impacts **(Priem, 2013)**. This is a new funding policy which this non-profit organization propound and will follow the impact of all scientific formats belongs to a researcher and monitor all citations of all scientific productions of a researcher. This means Altmetrics **(Piwowar, 2013)**. So, Altmetrics gives a full picture of how and when and where scientific productions have impact in science.

15. Or network: Or network www.ornetwork.ning.comis a social science research network service where a researcher can ask questions on it, discuss research and have collaboration with the others in a specific field **(Tripathy, Bhatnagar,Shewade, Kumar, Zachariah & Harries, 2017)**. Membership is by invitation only.

16. Hashtag: Hashtags (#) is an indication that shows the core Idea of an expression in the World Wide Web pages**(Sanlı & Lambiotte, 2015)**. This indicator is as potential memes which can lead people who are enthusiastic to a topic. Such activities are as part of a campaign to raise awareness to the others about a new issue in globally. Utilizing hashtag would increase discussion in forums or some unrestricted social media like Twitter **(Pinho-Costa et al, 2016)**. This approach is a kind of propagation based on interest. Therefore, this indicator is growing among educational communities for various reasons **(Ivanova, 2011)**.

17. Create and disseminate podcasts: podcast is a digital format audio or video file for automatic downloading over internet to a computer or potable media player **(Jham, Duraes, Strassler & Sensi, 2008).** Make one and post it to Vimeo (InterActive Corp, New York, NY, USA) or expose the best research of yours related to your last scientific paper. It certainly will help in rapid dissemination and citation. Scientific journals are offering audio broadcasts after this revolution **(Abbasi, 2006).**

18. Google Scholar: Google Scholar (Google Inc. Mountain View, CA, USA) is a bibliographical online tool for scholarly publications **(Huh, 2013a)**. Not only we recommend to researchers to create an account but also we recommend it to all editors in chief of scientific journals to make a specific profile for their journals. So, Google scholar increases the “Google-ability”and “Google-Visibility “of your profile.

CONCLUSION

Researchers can increase their reputation simply by using specific tools (SEO tools) for specific purposes. These tools and resources discussed above can easily facilitate research availability and visibility resulting in quick improvement and growth. Researchers with more information about computer, search engine optimization, web, social community and communication are more able to find or share information they need indeed. The study recommends scholars to monitor their traffic every day, show their presence on web, check databases and have more communication and collaboration with the other scientists, present themselves as a professional expert, try not to restrict access but be as "open" as possible, join the research networks. Publish much information about their research in the light of the above discussed 31 key points to increase the visibility and citation of your published papers. The key benefits of visibility can be drawing attentions; finding each other better; being more vivid scientist; enhancing collaboration; research motivation; knowledge sharing and research excellence, increased productivity, Career progression, better return over investment, increase in qualitative research, citation rates and usage of scientific papers.

REFERENCES

Abbasi, K. (2006). Journals join the podcast revolution. *J R Soc Med,* 99(7), 329. doi: 10.1258/jrsm.99.7.329

Adams, J. (2017). International research collaboration after the UK leaves the european union. UK.

Ale Ebrahim, N. (2012). Publication Marketing Tools: Enhancing Research Visibility and Improving Citations.Retrieved from https://www.researchgate.net/publication/232045669_Publication_Marketing_Tools_-_Enhancing_Research_Visibility_and_Improving_Citations

Ale Ebrahim, N. (2016). Kudos: Improving the Reachability and Research Impact. Paper presented at the 4th seies of introductory workshop on: Strategies to Enhance Research Visibility, Impact & Citations,, University of Malaya.

Ale Ebrahim, N., Salehi,H., Embi,M.A., Habibi Tanha,F., Gholizadeh,H., Motahar,S.M. & Ordi,A. (2013). Effective Strategies for Increasing Citation Frequency. *International Education Studies,* 6(11), 93-99. doi: 10.5539/ies.v6n11p93

Ale Ebrahim, N., Salehi,H., Embi,M.A., Habibi Tanha,F., Gholizadeh,H., & Motahar,S.M. (2014). Visibility and Citation Impact. *International Education Studies*, 7(4). doi: 10.5539/ies.v7n4p120

Almquist, Z. W., & Butts,C.T. (2013). Dynamic Network Logistic Regression: A Logistic Choice Analysis of Inter- and Intra-Group Blog Citation Dynamics in the 2004 US Presidential Election. *Polit Anal,* 21(4), 430-448. doi: 10.1093/pan/mpt016

Altmann, U. (2005). Representation of medical informatics in the wikipedia and its perspectives. *Stud Health Technol Inform*, 116, 755-760.

American Psychological Association(2018).What is a digital object identifier, or DOI?.Retrieved from http://www.apastyle.org/learn/faqs/what-is-doi.aspx

Anderson, G. (2004). A good example is the following: How to write a paper in scientific journal style and format.Retrieved from http://abacus.bates.edu/~ganderso/biology/resources/writing/HTWabout.html

Andersson,M. B.(2015).A quick guide to Zotero.Retrieved from http://www.ub.uu.se/digitalAssets/309/c_309213-l_1-k_zotero-quick-guide.pdf

Andrade, C. (2011). How to write a good abstract for a scientific paper or conference presentation. *Indian J Psychiatry*, 53(2), 172–175. . doi: 10.4103/0019-5545.82558

Ash, E., & Scholefield,L. (2013). What's the best journal for my paper?' New tool can help.Retrieved from

https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help

Bansal, M., & Sharma,D. (2015). Improving Webpage Visibility in Search Engines by Enhancing Keyword Density Using Improved On-Page Optimization Technique. *International Journal of Computer Science and Information Technologies,* 6(6), 5347-5352.

Beal, V.(2018). Black hat SEO. Retrieved from http://www.webopedia.com/TERM/B/Black_Hat_SEO.html

Beel, J., & Gipp, B. (2009). Google Scholar's Ranking Algorithm: An Introductory Overview. Paper presented at the 12th International Conference on Scientometrics and Informetrics (ISSI'09), Rio de Janeiro, Brazil.

Bellis, N. D. (2009). Bibliometrics and Citation Analysis: From the Science Citation Index to Cybermetrics: The Scarecrow Press.

Berkesand,P.(2017).One way to increase citation frequency. (2007).Retrieved from http://www.ep.liu.se/authorinf/postpubl.en.asp

Bogers, T., & Bosch,A.V.D. (2008). Recommending scientific articles using CiteULike. Paper presented at the 2008 ACM Conference on Recommender Systems, Lausanne, Switzerland.Retrieved from https://www.researchgate.net/publication/221140956_Recommending_scientific_articles_using_CiteULike

Bornmann, L., Schier,H., Marx,W., & Daniel,H. (2012). What factors determine citation counts of publications in chemistry besides their quality? *Journal of Informetrics.,* 6(1), 11-18. doi: https://doi.org/10.1016/j.joi.2011.08.004

Brin, S., & Page,L. (1998). The Anatomy of a Large-Scale Hypertextual Web Search Engine. *Computer Networks and ISDN Systems,* 30(1-7), 107-117. doi: 10.1016/S0169-7552(98)00110-X

Burger, M. (2014). How to improve the impact of your paper.Retrieved from https://www.elsevier.com/authors-update/story/publishing-tips/how-to-improve-the-impact-of-your-paper

Cacchione, P. Z. (2017). ORCID Identifiers: Personalized Authorship. *Clin Nurs Res,* 26(5), 555-556.DOI: 10.1177/1054773817730162

Castillo, C., Donato, D., & Gionis, A. (2007). Estimating number of citations using author reputation. In International Symposium on String Processing and Information Retrieval (pp. 107-117). Springer, Berlin, Heidelberg.Retrieved from https://link.springer.com/chapter/10.1007/978-3-540-75530-2_10

Christenbery, T. L. (2014). The curriculum vitae: gateway to academia. Nurse educator, 39(6), 267-268.doi: 10.1097/NNE.0000000000000083

Citrome, L. (2015). My two favourite professional social networking sites: LinkedIn and ResearchGate - how they can help you, or hurt you. *Int J Clin Pract,* 69(6), 623-624. doi: 10.1111/ijcp.12681

Clarevate Analytics(2017).Self-Citation.Retrieved from http://ipscience-help.thomsonreuters.com/incitesLiveJCR/glossary-AZgroup/g12/7745-TRS.html

Collister, L. B., Kirschner,J., Bradbury,M., Deliyannides,T.S., & Kear,R. (2017). Altmetrics and Library Publishing. Paper presented at the IFLA World Library and Information Congress: 83th IFLA General Conference and Assembly, Wrocław, Poland.Retrieved from http://library.ifla.org/1787/1/080-collister-en.pdf

Cornell University Library(n.d.).General Information About arXiv.Retrieved from https://arxiv.org/help/general

Cronin, B., & Sugimoto, C.R. (2014). Beyond Bibliometrics: Harnessing Multidimensional Indicators of Scholarly Impact USA: MIT Press.

Didegah, F., & Thelwall, M. (2013). Which factors help authors produce the highest impact research? Collaboration, journal and document properties. *Journal of Informetrics*, 7(4), 861-873.https://doi.org/10.1016/j.joi.2013.08.006

Dong, C., Cheema,M., Samarasekera,D., & Rajaratnam,V. (2015). Using LinkedIn for Continuing Community of Practice Among Hand Surgeons Worldwide. *J Contin Educ Health Prof*, 35(3), 185-191. doi: 10.1002/chp.21300

Dysart, J. (2006). Improving the User Experience: Tips &Strategies for Success. Paper presented at the International Federation of Library Associations and Institutions Seoul, Korea.Retrieved from http://dysartjones.com/presentations/IFLAtalk06forpdf.pdf

Ebbs, M. (2017). 10 Easy Ways to Increase Your Citation Count: A Checklist.Retrieved from http://www.aje.com/en/arc/10-easy-ways-increase-your-citation-count-checklist/

Elsevier.(2017).Tomorrow's research today since 1994. Retrieved from https://www.elsevier.com/solutions/ssrn

Elm, E. V. (2011). Writing the abstract: completeness and accuracy matter. *Eur J Anaesthesiol,* 28(7), 483-484. doi: 10.1097/EJA.0b013e328343b160

Emerald(2018).A 6 step guide to writing an abstract: How to write a structured abstract.Retrieved from http://www.emeraldinsight.com/authors/guides/write/abstracts.htm?part=1

KAOW/ARSOM(n.d).Evaluating scientific papers.Retrieved from https://www.guidelines.kaowarsom.be/evaluating_scientific_papers

Evaluating scientific papers, Retrieved from https://www.guidelines.kaowarsom.be/evaluating_scientific_papers

Eysenbach, G. (2011). Can tweets predict citations? Metrics of social impact based on Twitter and correlation with traditional metrics of scientific impact. *Journal of medical Internet research,* 13(4).DOI: 10.2196/jmir.2012

Fox, C. W., Paine, C. E., & Sauterey, B. (2016). Citations increase with manuscript length, author number, and references cited in ecology journals. *Ecology and Evolution*, 6(21), 7717-7726. doi: 10.1002/ece3.2505

Gazni, A., & Didegah, F. (2011). Investigating different types of research collaboration and citation impact: a case study of Harvard University's publications. *Scientometrics*, 87(2), 251-265.https://doi.org/10.1007/s11192-011-0343-8

Ginsparg, P. (2011). ArXiv at 20. Nature, 476(7359), 145.doi:10.1038/476145a

Ginsparg, P. (2014). Automated screening: Arxiv screens spot fake papers. *Nature*, 508(7494), 44.doi: 10.1038/508044a

Giustini, D. (2012). Altmetrics, bibliometrics, cybermetrics, scientometrics, webometrics. Retrieved from https://blogs.ubc.ca/dean/2012/06/altmetrics-bibliometrics-cybermetrics-scientometrics-webometrics/

Google (2018).Search Engine Optimization Starter Guide. Retrieved from https://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf

Gordon, G. (2016). SSRN—the leading social science and humanities repository and online community—joins Elsevier. Retrieved from http://openscience.ens.fr/OTHER/PUBLISHERS/ELSEVIER/2016_05_17_Elsevier_Acquisition_of_SSRN.pd

Graham, L. K. (2009). What is social networking? And how do I get clued in to LinkedIn?. *Journal of the American Dietetic Association*, 109(1), 184.doi: 10.1016/j.jada.2008.11.016

Granda-Orive, J. I. D., Villanueva-Serrano, S., Aleixandre-Benavent, R., Valderrama-Zurián, J. C., Alonso-Arroyo, A., García Río, F., ... & González Alcaide, G. (2009). Network of international scientific collaboration on smoking: analysis of coauthorship through the Science Citation Index (1999-2003). *Gaceta sanitaria,* 23(3), 222e34-222e43.doi: 10.1016/j.gaceta.2008.05.002

Hammarfelt, B. (2013). An examination of the possibilities that altmetrics offer in the case of the humanities. In J. Gorraiz, E. Schiebel, C. Gumpenberger, M. Hörlesberger & H. Moed (Eds.), Proceedings of ISSI 2013 Vienna: 14th international society of scientometrics and informetrics conference (pp. 721–727). Vienna: Austrian Institute of Technology GmbH.Retrieved from

http://www.issi2013.org/Images/ISSI_Proceedings_Volume_II.pdf

Haustein, S., Sugimoto, C.R., & Larivière.V. (2015). Social media in scholarly communication. *Aslib Journal of Information Management*, 67(3). doi: 10.1108/AJIM-03-2015-0047

Holden, G., Rosenberg,G., & Kathleen,B. (2006). Bibliometrics in Social Work. London and New York: Routledge.

Huh, S. (2013a). Citation Analysis of the Korean Journal of Urology From Web of Science, Scopus, Korean Medical Citation Index, KoreaMed Synapse, and Google Scholar. *Korean J Urol,* 54(4), 220-228. doi: 10.4111/kju.2013.54.4.220

Huh, S. (2013b). Revision of the instructions to authors to require a structured abstract, digital object identifier of each reference, and author's voice recording may increase journal access. *J Educ Eval Health Prof*, 10(3). doi: 10.3352/jeehp.2013.10.3

Iefremova, O., Sas, D., & Kozak, M. (2016). International collaboration among authors of Current Science. *Current Science,* 110(8), 1414-1418.doi: 10.18520/cs/v110/i8/1414-1418

International DOI Foundation(2017).DOI Handbook Numbering.Retrieved from https://www.doi.org/doi_handbook/2_Numbering.html

Ivanova, M. (2011). Understanding microblogging hashtags for learning enhancement. *open journal per la formazione in rete,* 11, 17-23. doi: 10.13128/formare-12560

Jacques, T. S., Sebire,N.J. (2010). The impact of article titles on citation hits: an analysis of general and specialist medical journals. *JRSM Short Rep,* 1(1), 2. doi: 10.1258/shorts.2009.100020

Jain, A. (2013). The Role and Importance of Search Engine and Search Engine Optimization. *International Journal of emerging trends & technology in computer science,* 2(3), 99-102.

Jamali, H. R., Nikzad,M. (2011). Article title type and its relation with the number of downloads and citations. Scientometrics, 88(2), 653-661. doi: 10.1007/s11192-011-0412-z

Jham, B. C., Duraes, G. V., Strassler, H. E., & Sensi, L. G. (2008). Joining the podcast revolution. *Journal of Dental Education,* 72(3), 278-281.PMID: 18316531

Jones, K., & Evans,K. (2013). Good Practices for Attracting Citations .Retrieved from http://www.bath.ac.uk/library/services/researchanalytics/improve-citations.

pdf

Kanthraj, G. R. (2006). Journal impact factor. *Indian Journal of Dermatology, Venereology, and Leprology,* 72(4), 322.DOI: 10.4103/0378-6323.26721

Khraim, H. S. (2015). The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan. *American Journal of Business and Management,* 4(2), 76-84. doi: 10.11634/216796061504676

Knight, S. R. (2014). Social Media and Online Attention as an Early Measure of the Impact of Research in Solid Organ Transplantation. *Transplantation*, 98, 490-496. doi: 10.1097/TP.0000000000000307

Kudlow, P. (2017). Online distribution channel increases article usage on Mendeley: a randomized controlled trial. *Scientometrics*, 112(3), 1537–1556. doi: 10.1007/s11192-017-2438-3

Kudlow, P., Rutledge,A., Shachak,A., McIntyre,R.S., & Eysenbach,G. (2016). TrendMD: Helping scholarly content providers reach larger and more targeted audiences. *Learned Publishing*, 29, 125-129. doi: 10.1002/leap.1014

KUDOS(2017).Maximizing the impact of your research. Retrieved from http://www.regionalstudies.org/uploads/documents/RSA_Kudos_impact_CAR_Oct16.pdf

Kumar, A. M., Satyanarayana,S., Wilson,N.C., Chadha,S.S., Gupta,D., Nair,S., Zachariah,R., Kapur,A., & Harries,A.D. (2014). Operational research leading to rapid national policy change: tuberculosis-diabetes collaboration in India. *Public Health Action*, 4(2), 85-88. doi: 10.5588/pha.14.0012

Lotfipanah, M. (2016). Does Search Engine Optimisation (SEO) Increase Scientific Journals' Visibility, Prestige, and Impact Factor as a New Method? *International Journal of Knowledge Management and Practices*, 4(1), 51-53. doi: 10.21863/ijkmp/2016.4.1.018

Lotfipanah, M., Totonchi,M., Azadeh,F., & Omani-Samani,R. (2017). Attitude of a sample of Iranian researchers toward the future of stem cell research. *Cell J* (Yakhteh), 20(3). doi: 10.22074/cellj.2018.5388

Lu, N., & Serrat, O. (2017). Writing Weblogs Knowledge Solutions (pp. 1049-1054). Singapore: Springer.

Mayer, P. (2009). Guidelines for writing a Review Article: Plant Science Center,Zurich-Basel.

McKiernan,E.C.(n.d.).Increase your visibility.Retrieved from http://whyopenresearch.org/visibility#

medsci. (2008).medsci.Retrieved from http://www.medsciediting.com/

Mehta, N., & Flickinger,T. (2014). The Times They Are A-Changin': Academia, Social Media and the JGIM Twitter Journal Club. *J Gen Intern Med*, 29(10), 1317–1318. doi: 10.1007/s11606-014-2976-9

Melero, R. (2015). Altmetrics – a complement to conventional metrics. *Biochem Med (Zagreb)*, 25(2), 152-160. doi: 10.11613/BM.2015.016

Memon, A. R. (2016). ResearchGate is no longer reliable: leniency towards ghost journals may decrease its impact on the scientific community. *J Pak Med Assoc*, 66(12), 1643-1647.

Mendeley. (2017).Mendeley.Retrieved from https://www.elsevier.com/solutions/mendeley

Meredith, R., & Hjorth,J. (2010). Promote your Research Methods, 60-61.

Moed, H. (2012). Does open access publishing increase citation or download rates? Research Trends(28).

National Library of Medicine.(2018).Medical Subject Heading. Retrieved from https://meshb.nlm.nih.gov/search

Neill, U. S. (2007). How to write a scientific masterpiece. *J Clin Invest,* 117(12), 3599–3602. doi: 10.1172/JCI34288

NISO (2016). Altmetrics definitions and use cases (pp. 1-13). USA: National Information Standards Organization (NISO).

Niyazov, Y., Vogel,C., Price,R., Lund,B., Judd,D., Akil,A., Mortonson,M., Schwartzman,J, & Shron,M. (2016). Open Access Meets Discoverability: Citations to Articles Posted to Academia.edu. *PLoS One,* 11(2), e0148257. doi: 10.1371/journal.pone.0148257

Norman, E. R. (2013). Maximizing research visibility, impact, and citation: tips for editors and authors.

Onwuegbuzie, A. J., Frels, R. K., & Slate, J. R. (2010). Evidence-Based Guidelines for Avoiding the Most Prevalent and Serious APA Error in Journal Article Submissions-The Citation Error. *Research in the Schools,* 17(2).Retrieved from http://msera.org/docs/RITS_17_2_Citations.pdf

Onwuegbuzie, A. J., & Frels,R. (2016). Seven Steps to a Comprehensive Literature Review: A Multimodal and Cultural Approach (1 edition ed.): SAGE Publications.

ORCID.(2017). ORCID.Retrieved from https://orcid.org/

Owens, B. (2014). Academia gets social. *Lancet*., 384(9957), 1834-1835. doi: http://dx.doi.org/10.1016/S0140-6736(14)62230-3

Paiva, C. E., Lima, J. P. da S. N., & Paiva, B. S. R. (2012). Articles with short titles describing the results are cited more often. *Clinics*, 67(5), 509–513. http://doi.org/10.6061/clinics/2012(05)17

Parslow, G. R. (2009). Commentary: Twitter for educational networking. *Biochem Mol Biol Educ*, 37(4), 255-256. doi: 10.1002/bmb.20307

Pavalam, S. M., Raja,S.V.K., Akorli,F.K., & Jawahar,M. (2011). A Survey of Web Crawler Algorithms. *International Journal of Computer Science Issues,* 8(6), 309-313.

Peoples, B. K., Midway,S.R., Sackett,D., Lynch,A., & Cooney,P.B. (2016). Twitter Predicts Citation Rates of Ecological Research. *PLoS One*, 11(11), e0166570. doi: 10.1371/journal.pone.0166570

Pereira, J. L., Kubben,P.L., Albuquerque,L.A., Carvalho,G.T., & Sousa,A.A. (2012). Blogs for neurosurgeons. *Surg Neurol Int,* 3, 62. doi: 10.4103/2152-7806.97006

Peshave, M., & Dezhgosha,K. (2016). How search engine works and a web crawler application?

Petersen, A. M., Fortunato,S., Pan,R.K., Kaski,K., Penner,O., Rungi,A., Riccaboni,M., Stanley,H.E., & Pammolli,F. (2014). Reputation and impact in academic careers. *Proc Natl Acad Sci USA*, 111(43), 15316–15321. doi: 10.1073/pnas.1323111111

Piedmont Virginia Community College(2018).How to Write an Academic Research Paper.Retrieved from https://libguides.pvcc.edu/researchpaperprocess

Pinho-Costa, L., Yakubu, K., Hoedebecke, K., Laranjo, L., Reichel, C. P., Colon-Gonzalez, M. D. C., ... & Errami, H. (2016). Healthcare hashtag index development: Identifying global impact in social media. *Journal of biomedical informatics*, 63, 390-399. doi: 10.1016/j.jbi.2016.09.010

Piwowar, H. (2013). Altmetrics: Value all research products. *nature*, 493(7431), 159. doi: 10.1038/493159a

Piwowar, H. A., Day,R.S., & Fridsma,D.B. (2007). Sharing Detailed Research Data Is Associated with Increased Citation Rate. *PLoS One*, 2(3), e308. doi: https://doi.org/10.1371/journal.pone.0000308

Piwowar, H. A., & Vision,T.J. (2013). Data reuse and the open data citation advantage. *PeerJ*, 1, e175. doi: 10.7717/peerj.175

Poongkode, J. P. S., & Nirosha,V. (2014). A Study on Various Search Engine Optimization Techniques. International *Journal of Innovative Research in Computer and Communication Engineering,* 2(11), 6738-6742.

Price, B. (2014). Preparing a successful, role-specific curriculum vitae. *Nurs Stand,*

29(5), 50-57. doi: 10.7748/ns.29.5.50.e9176

Priem, J. (2010). I like the term #articlelevelmetrics, but it fails to imply *diversity* of measures. Lately, I'm liking #altmetrics.Retrieved from https://twitter.com/jasonpriem/status/25844968813

Priem, J. (2013). Scholarship: Beyond the paper. nature, 495(7442), 437-440. doi: 10.1038/495437a

Priem, J., Taraborelli,D., Groth,P., & Neylon,C. (2010). Altmetrics: A manifesto. Retrieved from http://altmetrics.org/manifesto

Riera, M., & Aibar E. (2013). Does open access publishing increase the impact of scientific articles? An empirical study in the field of intensive care medicine. *Med Intensiva*, 37(4). doi: 10.1016/j.medin.2012.04.002

Roberts, W. C. (1983). The summary: the manuscript's bottom line. *Am J Cardiol,* 52(1), A5. doi: https://doi.org/10.1016/0002-9149(83)90058-9

Roberts, W. C. (2012). How I Prepare a Manuscript for Publication in a Medical Journal. Methodist Debakey Cardiovasc J, 8(4), 53.

Rodrigues, V. (2013). How to write an effective title and abstract and choose appropriate keywords. Retrieved from https://www.editage.com/insights/how-to-write-an-effective-title-and-abstract-and-choose-appropriate-keywords

Roemer, R. C., & Borchardt,R. (2012). From bibliometrics to altmetrics: A changing scholarly landscape. *C & RL News*, 73(10), 596-600. doi: https://doi.org/10.5860/crln.73.10.8846

Roemer, R. C., & Borchardt,R. (2015). Meaningful Metrics: A 21st Century Librarian's Guide to Bibliometrics, Altmetrics, and Research Impact. Chicago, Illinois: Association of College and Research Libraries.

Russell, J. M. (2001). Scientific Communication at the Beginning of the Twenty-First Century. International Social Science Journal, 53(168), 271-282 doi: 10.1111/1468-2451.00314

Sahel, J. A. (2011). Quality versus quantity: assessing individual research performance. *Sci Transl Med*, 3(84), 84cm13. doi: 10.1126/scitranslmed.3002249

Salmons, J., Finnegan,J., & Lucraft,M. . (2013). Blurring the boundaries? New Social Media, New Social Research: Developing a network to explore the issues faced by researchers negotiating the new research landscape of online social media platforms 1-23. Retrieved from NCRM website: http://eprints.ncrm.ac.uk/3168/1/blurring_boundaries.pdf

Sandesh, n., & Wahrekar, S. (2017). Choosing the scientific journal for publishing research work: perceptions of medical and dental researchers. *Clujul Med*,

90(2), 196–202. doi: 10.15386/cjmed-704

Sanlı, C., & Lambiotte,R. (2015). Local Variation of Hashtag Spike Trains and Popularity in Twitter. *PLoS One,* 10(7), e0131704. doi: 10.1371/journal.pone.0131704

Sauaia, A., Moore,E.E., Crebs,J.L., Maier,R.V., Hoyt,D.B., Shackford,S.R., & Colorado,D. (2014). The anatomy of an article: title, abstract, and introduction. *J Trauma Acute Care Surg*, 76(5), 1322-1327. doi: 10.1097/TA.0000000000000210

Scopus. (2017). SCOPUS.Retrieved from https://www.elsevier.com/solutions/scopus

Senanayake, U., Piraveenan, M., & Zomaya, A. (2015). The Pagerank-Index: Going beyond Citation Counts in Quantifying Scientific Impact of Researchers. *PLoS One*, 10(8), e0134794. doi: 10.1371/journal.pone.0134794

Sethi., S. (2007). Blog/web log - a new easy and interactive website building tool for a non-net savvy radiologist. *J Thorac Imaging,* 22(2), 115-119. doi: 10.1097/01.rti.0000213578.47398.aa

Shafee, T., Mietchen, D., & Su, A. I. (2017). Academics can help shape Wikipedia. *Science,* 357(6351), 557-558.doi: 10.1126/science.aao0462

Shillum, C., & Taylor,M. (2013). New ORCID ID aims to resolve authorship confusion.

Shkapenyuk, V., & Suel,T. (2002). Design and Implementation of a High-Performance Distributed Web Crawler. Paper presented at the 18th International Conference on Data Engineering San Jose, CA, USA, USA http://engineering.nyu.edu/~suel/papers/crawl.pdf

Shokraneh, F., Ilghami,R., Masoomi,R., & Amanollahi,A. . (2012). How to Select a Journal to Submit and Publish Your Biomedical Paper? *Bioimpacts*, 2(1), 61-68. doi: 10.5681/bi.2012.008

Singh, J. (2010). Mendeley: A free research management tool for desktop and web. *J Pharmacol Pharmacother,* 1(1), 62. doi: 10.4103/0976-500X.64539

Springer.(2017).Title, Abstract and Keywords: The Importance of Titles. Retrieved from https://www.springer.com/gp/authors-editors/authorandreviewertutorials/writing-a-journal-manuscript/title-abstract-and-keywords/10285522

Stockmeyer, N. O. (2011). Do You SSRN? *The Scrivener*, 4-5.

Swanson, E. W., Miller, D.T., Susarla, S.M., Lopez,J., Lough, D.M., May,J.W, & Redett,R.J. (2016). What Effect Does Self-Citation Have on Bibliometric Measures in Academic Plastic Surgery? *Ann Plast Surg,* 77(3), 350-353. doi: 10.1097/SAP.0000000000000585

Thames, G. (2009). Twitter as an educational tool. *J Child Adolesc Psychiatr Nurs*, 22(4), 235. doi: 10.1111/j.1744-6171.2009.00208.x

Thelwall, M. (2008). Bibliometrics to webometrics. *Journal of Information Science*, 34(4), 605–621. doi: 10.1177/0165551507087238

Thompson, P. J. (2007). How To Choose the Right Journal for Your Manuscript. *Chest*, 132, 1073–1076. doi: 10.1378/chest.07-1340

Trapp, J. (2016). Web of Science, Scopus, and Google Scholar citation rates: a case study of medical physics and biomedical engineering: what gets cited and what doesn't? *Australasian Physical & Engineering Sciences in Medicine,* 39(4), 817-823. doi: 10.1007/s13246-016-0478-2

Tripathy, J. P., Bhatnagar,A., Shewade,H.D., Kumar,A.M.V., Zachariah,R., & Har ries,A.D. (2017). Ten tips to improve the visibility and dissemination of research for policy makers and practitioners. Public Health Action, 7(1), 10-14. doi: 10.5588/pha.16.0090

Vignesh, J., & Deepa. V. (2014). Search Engine Optimization to Increase Website Visibility. International Journal of Science and Research, 3(2), 425-430.

Vintzileos, A. M., & Ananth, C. V. (2010). How to write and publish an original research article. Am J Obstet Gynecol, 202(4), 344 e341-346. doi: 10.1016/j.ajog.2009.06.038

UCD Research and Innovation(2016).Promote Your Research.Retrieved from http://www.ucd.ie/promoteyourresearch/RESEARCH.pdf

UNESCO.(2015).Research Evaluation Metrics. (2015). France: UNESCO.

Universidad de Granada.(2015).Scholar Mirrors: Bibliometrics, Scientometrics, Informetrics, Webometrics, and Altmetrics in Google Scholar Citations, Re searcherID, Researchgate, Mendeley, and Twitter.Retrieved from http://www.scholar-mirrors.infoec3.es/layout.php?id=methodology

University Kebangsaan(2016). 10 useful tips to increase your citation count. Retrieved from http://www.ukm.my/ptsl/wp-content/uploads/2016/07/10-USE FUL-TIPS-TO-INCREASE-CITATION_12.7.2016-1.pdf

Walley, J., Khan,M.A., Shah,S.K., Witter,S., & Wei,W. (2007). How to get research into practice: first get practice into research. Bull World Health Or gan, 85(6), 424. doi: 10.2471/BLT.07.042531

Wallwork, A. (2016). English for Writing Research Papers (s. edition Ed. 2nd ed. ed.): Springer.

Wattenhofer, M., Wattenhofer, R., & Zhu, Z. (2012). The YouTube Social Network. Paper presented at the Sixth International AAAI Conference on Weblogs

and Social Media (ICWSM 2012) Dublin.Retrrieved from https://static.googleusercontent.com/media/research.google.com/en//pubs/archive/37738.pdf

Web of Science (2014).Web of Science: Preserving the most critical scholary re search curating 100 years of content for 50 years. Retrieved from http://wokinfo.com/media/pdf/SSR1103443WoK5-2_web3.pdf

Webmaster.(2018).SEO publishing non-English articles. Retrieved from https://webmasters.stackexchange.com/questions/92136/seo-publishing-non-english-articles/92713

WordStream(n.d.).Keywords for Search Engines: Finding the Keywords that Help Customers Find You.Retrieved from https://www.wordstream.com/search-engine-keywords

Yalcin, N., & Köseb,U. (2010). What is search engine optimization: SEO? *Procedia Social and Behavioral Sciences*, 9, 487–493. doi: 10.1016/j.sbspro.2010.12.185

Zahedi, Z. (2015). why Altmetrics?.Retrieved from https://adbu.fr/competplug/uploads/2015/04/Altmetrics_Zohreh_Zahedi_ADBU_Paris2015.pdf

	Initial Topic	**Similar Terms**	**Broader Terms**	**Narrower Terms**	**Related Terms**
Example	Kangaroo	Kangaroos, roos, joeys	Mammalia (class), Marsupialia (order), Macropodidae (family)	Macropus (genus), Giganteus (species), Eastern Gray Kangaroo	Australia, Grassland, Wallabies
Fill-in your topic and keyword					

Figure1: *chart to track related keywords to your topic*

AUTHOR BIOGRAPHIES

Mahdi Lotfipanah

Mahdi Lotfipanah has Master's Degree in Medical Library and Information Sciences. He finished his Msc in 2017 as a Top student of Tehran University of Medical Sciences. He earned crystal status from president of Tehran University. His dissertation title was: Trend of stem cell research projects in Royan Institute during 2011-2015 and specifying the stem cell research priorities in the next 5 years. He is working as Librarian in Royan Institute and has more than 12 years' experience in Medical Librarianship. He is interested in Journal Publication and is executive member of two scientific journal: "Cell Journal" and "International journal of fertility and sterility" which are credited ISI journals. He established "Scientific Association of Library and Information Sciences" in Rodehen University and the "scientific journal of Library" (Peyke Ketabdari) in 2002.

Mahdi Lotfipanah is the ***corresponding author*** *and can be reached at* ***lotfipanah_setad@yahoo.com***

Fereydoon Azadeh

Dr. Fereydoon Azaden is an Emeritus Associate Professor at Tehran University of Medical Sciences.He began his academic studies in 1976.He has been working on developing rural libraries in Iran for four years.The title of his Ph.D. thesis was "Reviewing of Iranian Medical University Libraries".He has been the first to suggest the National Library and Information Technology Center in Iran in 1993.He has published number of articles and books in the filed of Library and Information sciences.